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A Tweet Consumers' Look At Twitter

http://bit.ly/twitterswarmnlp

1) This is what people produce on Twitter:

Trends
Worldwide · change
#iwannaslap
#ripmachoman
#iftheworldendsonsaturday
Slim Jim
Tom Hardy
Savage
Wrestlemania
Hulk Hogan
Harold Camping

2) Is this also what people consume on Twitter? Seriously?

EmmaNerazzurri Emma César
RT @Fuckyouexams: #iwannaslap every fucker that thinks the worlds going to end tomorrow. JHEEEEEEZE.
1 minute ago

RiOs_World32 Maario
RT @YellowJamesBond: #iwannaslap whoever thot no limit was hot.~~> bitxh you swear Bruno mars taking over r&b #NumbSkull lol
1 minute ago

morganraye2014 morgan goddard
colton is such a meanie, sometimes #iwannaslap him :)
1 minute ago

Spice_thaPrince Mr.Pope
#iwannaslap donald triumph just for the fuck of it
1 minute ago

3) Central problem: how to find out what people consume? Assumption: because of manual refresh on Twitter.com, chances are high that people read what is on their homepage.

4) Perform Named Entity Extraction on tweets via injected code. Collect anonymized results centrally via Google Analytics.

ivan_herman Ivan Herman
Ian Horrocks elected to the Royal Society: congratulations! http://j.mp/jgeTzb
1 hour ago

• Ian Horrocks
http://d.opencalais.com/pershash-1/562262ca-c93c-35d6-9fa4-190ca99bb152
(Sources: opencalais)
• Royal Society
http://d.opencalais.com/genericHasher-1/2282caf6-1817-374f-85ce-9d9e305a0815
(Sources: opencalais)

Chrome extension injects NLP code on Twitter.com

Google Analytics

Analytics collects extracted named entities centrally

5) Evaluate with Analytics: global ranking, pivot by country...

Event Action	None	Total Events
http://dbpedia.org/resource/Cannes		10
http://dbpedia.org/resource/Philip_Roth		10
http://dbpedia.org/resource/Milan		9

1. Italy

Event Action	None	Total Events
http://dbpedia.org/resource/Cannes		10

Data from May 18, 2011. In total 824 named entities where extracted on that day. 50 users.